

# AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION AND LOCATION \_\_\_\_\_ Date 10/29/2012  
 I, Yvette Weaver (being) \_\_\_\_\_ (on behalf of) Pat Thetford  
 a legally qualified candidate of the Republican political party for the office of Circuit Judge  
 in the general election to be held on 11/6/12, do hereby request time as follows:

| Length of<br>Broadcast | Time of Day,<br>Rotation or<br>Package | Days | Class<br>of Time | Times Per<br>Week | No. Of<br>Weeks | Rate |
|------------------------|--|------|------------------|-------------------|-----------------|------|
|------------------------|--|------|------------------|-------------------|-----------------|------|

|                         |                        |                      |
|-------------------------|------------------------|----------------------|
| Date of First Broadcast | Date of Last Broadcast | Total Charges: _____ |
|-------------------------|------------------------|----------------------|

The broadcast time will be used by Y Media Works  
 I represent that the payment for the above-described time has been furnished by  
Committee to Elect Pat Thetford  
 and you are authorized to announce the time as paid for by such person or entity. The entity  
 furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an  
 association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:  
Rep. Pat Thetford  
Treasurer Mary Frances Thetford

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees,  
 that may ensue from the performance of the above stated broadcasts. For the above stated broadcasts I also agree to  
 prepare a script or transcription which will be delivered to the station at least \_\_\_\_\_ before the time of  
 the scheduled broadcasts. (Note: the two preceding sentences are not applicable if the candidate personally appears  
 during the broadcast). The station has disclosed to me its political advertising policies, including: applicable classes and  
 rates; and discount, promotional and other sales practices. (Note: the preceding sentence may be deleted). The purchase  
 of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee.  
 (Note: the preceding sentence applies only to candidates for non-federal office).

Date: 10/29/12 Yvette Weaver / SV  
 (Candidate or Agent)

☒ Accepted ☐ Rejected By Dave Sum Title GSN

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

To

## Ads That Work

**Linda Verin**



## MULTI MEDIA ADVERTISING

3535 Hampshire Drive Birmingham, AL 35223

**205.968.3650**  
telephone / fax

*telephone / fax*

**FOX (6) WBRC**

Rep: Dave Duncan

Phone: 205.583.4301

Fax: 205-583-4396

email: dduncan@wbrc.com

## Media Buy Description

|                      |                        |
|----------------------|------------------------|
| Market >             | AL:Birmingham          |
| Insertion Order ID > | Pat Thetford           |
| For Client >         | Thetford Judicial Race |

Run Schedule from... 10/29/12  
to... 11/5/12

**Instructions:**

|                     |                |     |
|---------------------|----------------|-----|
| for :10 sec. spots  | none scheduled | N/A |
| for :30 sec. spots  | run only       | 0   |
| for "bookend" spots | none scheduled | N/A |

### Spots Ordered

| Shows                    | Run days  | From       | To    | Type | Rate     | spots<br>per wk | cost<br>per week \$ | spots<br>total | total buy \$    |
|--------------------------|-----------|------------|-------|------|----------|-----------------|---------------------|----------------|-----------------|
| News                     | Sun.      | 7a         | 9a    | :30  | \$225.00 | 1               | \$225.00            | 1              | \$225.00        |
| News                     | Mon, Tues | 5a         | 5:30a | :30  | \$170.00 | 2               | \$340.00            | 2              | \$340.00        |
| Run schedule for 1 weeks |           | Per Week > |       |      |          | 3               | \$565.00            |                |                 |
|                          |           |            |       |      |          |                 | <b>Total &gt;</b>   | <b>3</b>       | <b>\$565.00</b> |



WBRC-TV

**ORDER**

Print Date 10/29/12 Page 1 of 2

Flight Dates 10/29/12-11/06/12Order Sep 00:15:00Contract / Revision 843141 /ProductEstimate #Original Date / Revision  
10/29/12 10/29/12PoliticalAlt Order #Advertiser Pat Thetford for JudgeAgency Com 15%Billing Type CashBilling ContactOrder Type GeneralBilling Cycle EOM/EOCBilling Calendar BROADCASTAgency Y Media Works LLC**3756 Dunbarton Drive  
Birmingham, AL 35223**Demographic A25-54Buying ContactRev Codes Agency Political Pol-CandidProduct Codes PL150**3756 Dunbarton Drive  
Birmingham, AL 35223**Sales Office L-BIRPriority P 3Sales Region LocalAgency RefAdvertiser RefPrimary Account Executive

House WBRC

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| House WBRC        | 100%   |            |          |

Order Share % Market Value

Competing Station % of Order Amount

|       |   |
|-------|---|
| WABM  | % |
| WBIQ  | % |
| WBMA  | % |
| WBRCb | % |
| WCFT  | % |
| WCIQ  | % |
| WDBB  | % |
| WIAT  | % |
| WJRD  | % |
| WJSU  | % |
| WPXH  | % |
| WTJP  | % |
| WTTO  | % |
| WVTM  | % |

**Order Totals****Billing Plan**

| Month         | # of Spots | Net Amount      | Gross Amount    | Rating      | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-----------------|-----------------|-------------|------------|----------|---------|------------|--------------|
| November 2012 | 3          | \$480.25        | \$565.00        | 0.00        | 10/29/12   | 11/06/12 | 3       | \$480.25   | \$565.00     |
| <b>Totals</b> | <b>3</b>   | <b>\$480.25</b> | <b>\$565.00</b> | <b>0.00</b> |            |          |         |            |              |

| Ln  | Ch   | Start             | End             | Inventory Code           | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | <u>Totals</u><br>Spots Amount |          |
|-----|------|-------------------|-----------------|--------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------------------------------|----------|
| N 1 | WBRC | 11/04/12          | 11/04/12        | Sunday Morning News      | Comm  | 7-9am             | -----S  | :30 | 1     | \$225.00    | P 3 | 0.00          | NM   | 1                             | \$225.00 |
|     |      |                   |                 | Sunday Morning News      |       |                   |         |     |       |             |     |               |      |                               |          |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                               |          |
|     |      | Week: 10/29/12    | 11/04/12        | -----S                   |       | 1                 |         |     |       | \$225.00    |     | 0.00          |      |                               |          |
| N 2 | WBRC | 11/05/12          | 11/06/12        | Good Day Alabama 5-530am | Comm  | 5-530am           | MT----- | :30 | 2     | \$170.00    | P 3 | 0.00          | NM   | 2                             | \$340.00 |
|     |      |                   |                 | GDA 5-530am              |       |                   |         |     |       |             |     |               |      |                               |          |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                               |          |
|     |      | Week: 11/05/12    | 11/11/12        | MT-----                  |       | 2                 |         |     |       | \$170.00    |     | 0.00          |      |                               |          |

| Ln     | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals |          |
|--------|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|--------|----------|
|        |    |       |     |                |       |                |      |     |       |      |     |     |      | Spots  | Amount   |
| Totals |    |       |     |                |       |                |      |     |       |      |     |     |      | 3      | \$565.00 |